Dave

7 pgs.

RSM's/AC Info/D

1996 NESA CoMarketing
As of 12/09/1996

		RJR Available	RJR Payments (N. 2)	RJR Partners Promo	RJR Remaining	RJR % Spent	RJR % Spent Gap $
Total Year							
	National	112,531,928	66,258,631	30,178,786	16,094,511	85.70%	80.46%
	Boston	3,358,055	1,971,520	1,423,550	(37,015)	101.10%	101.91% ?
	New York	2,388,267	1,165,344	1,026,500	196,423	91.78%	85.58%
N.1	Philadelphia	2,687,429	1,511,332	830,550	345,547	87.14%	81.39%
	Buffalo	3,289,947	2,065,089	786,850	438,008	86.69%	82.50%
	Pittsburgh	8,271,940	4,767,907	1,556,500	1,947,533	76.46%	71.00%
	Cincinnati	8,984,200	6,298,393	2,305,150	380,657	95.76%	94.30%
	NESA	**28,970,838**	**17,779,585**	**7,929,100**	**3,271,153**	88.71%	84.48%

1 Southland Retail Accrual Dollars have been spent in Philadelphia Region on 2pk promotion.

2 All regions are adjusted for expected costs from Direct Marketing programs that have not been booked, as follows:

Boston	33,577
New York	10,746
Philadelphia	-
Buffalo	-
Pittsburgh	124,262
Cincinnati	149,966

Current Week Observations:

November Partners promotions have been corrected on this week's Retail Accrual Statements. Promotions had been posted at$25 per sku vs $50 per sku.

Supermarket pack promotions have also been posted in this week's numbers however we still in the process of confirming that ALL pack promotions were posted.

RJR Total Available Accrual Dollars increased by approximately $16,000 since the week of 11/18. Total number of stores in NESA has remained the same at 33,585.

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SMW 12/9/96

USA DISCOUNT SPENDING

Week Ending 12/06/96

NATL3.XLS

Weeks remaining 3

Full Price

	Discounting			YTD budget status			Remaining Budget -3 WKS		Retail Accrual Usage*		
	Current week	Prior Week	4 week Avg	Budget	YTD Spent	Balance	$	Change vs. 4 wk	Current Week	4 week Avg	YTD Spent
NESA	$ 1,316	$ 740	$ 1,174		$ 52,458				$ 448	$ 484	$ 20,991
SSA	$ 1,008	$ 731	$ 943		$ 45,114				$ (261)	$ 736	$ 25,050
Military	$ -	$ 49	$ 43		$ 3,726						
WSA	$ 609	$ 395	$ 533		$ 29,263				$ 1,009	$ 552	$ 14,057
MWSA	$ 925	$ 518	$ 819		$ 44,004				$ 614	$ 554	$ 20,783
Total US	$ 3,858	$ 2,434	$ 3,512	$ 185,000	$ 174,565	$ 10,435	$ 3,478	$ (33)	$ 1,811	$ 2,326	$ 80,881
PV% ***	22%	17%	21%		21%			PV computed (not in BAN reports)	10.4%	14.1%	9.9%
Annual Estimate**				$ 185,100				[redacted]			
Brand LE				$ 185,000	Prior Budget	$ 167,000	$ 170,000				$ 111,200

Savings

	Discounting			Annual Budget Status			Remaining Budget -3 WKS		Retail Accrual Usage*		
	Current week	Prior Week	4 week Avg	Budget	YTD Spent	Balance	$	Change	Current Week	4 week Avg	YTD Spent
NESA	$1,364	$585	$985	$ 50,646	$ 44,799	$ 5,847	$ 1,949	$ 964	$ -	$ -	$ 177
SSA	$1,637	$961	$1,485	$ 88,351	$ 71,036	$ 17,315	$ 5,772	$ 4,286	$ -	$ -	$ 206
Military	$1	$129	$128	$ 11,696	$ 10,713	$ 983	$ 328	$ 202			
WSA	$816	$451	$677	$ 32,099	$ 26,005	$ 6,094	$ 2,031	$ 1,354	$ -	$ -	$ 51
MWSA	$2,008	$998	$1,638	$ 54,553	$ 67,170	$ (12,617)	$ (4,206)	$ (5,841)	$ -	$ -	$ 387
Total US	$5,846	$3,104	$4,909	$ 237,345	$ 219,723	$ 17,622	$ 5,874	$ 985	$ -	$ -	$ 821
Annual Estimate**				$ 234,449							
Brand LE				$ 237,345				*Total Discounting FP/Savings*	$11,515	$ 10,746	$ 475,169
PV% ****	60%	39%	53%		50%						

**** Significant drop in PV% due to the inclusion of Private label volume in PV calculation due to returned goods couponing. Will get system to change.

*** PV % on retail accrual usage assumes same average value as Full Price Gap spending - PV is calc. on shipments for brands with discounting

Brand LE's reflect additional funding added in Feb/Mar and August; Savings funded up in September FP $3MM Oct, Sav. down $1MM Oct.Sav up $5MM Dec.

** Annual Estimate represents ytd spending + 4week average for remaining # weeks

* Retail Accrual usage represents field payments only - and includes $11,783 from 1995 accrual for FP & $ 871 for Savings from 1995 accrual

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RJRT DISCOUNTING SUMMARY

Week Ending 12/06/96

CURRENT FORECAST

($MM's)	Current Week	4 Week Average	Spent YTD	Annual Budget	Forecast @ 4 Wk Avg	Forecast vs. Budget Incr/(Decr)
Full Price	3.9	3.5	174.6	185.0	185.1	0.1
Retail Accrual	1.8	2.3	97.2	111.2	104.2	(7.0)
Savings	5.8	4.9	219.7	237.3	234.4	(2.9)
Accrual	-	-	-	-	-	8.3
Total	11.5	10.7	491.5	533.5	523.7	(1.5)
Sensitivity Range +/- $1MM 4 wk. avg.					+/-	3.0

HISTORICAL AVERAGE DISCOUNTING PER WEEK

	1995				1996			
($MM's)	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4 to date
Full Price	1.6	2.0	3.0	3.7	3.0	3.8	3.8	3.7
Retail Accrual	0.6	0.6	0.7	1.7	0.8	0.9	2.0	2.8
Savings	3.7	3.8	4.0	4.2	3.6	4.3	5.1	5.1
Total	5.9	6.4	7.7	9.6	7.4	9.0	10.9	11.6

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Source: https://www.industrydocuments.ucsf.edu/docs/tndn0000

1996 retail accrual

	1996 accrual	* full yr proj. ptnrs promo	** Dir Mktg Plan not booked	*** Bal.$accrued for Southland	Remaining Weeks YTD 12/6/96 Spending	$ remaining	strt disc. % spent	
Boston	$ 3,358,055	$ 1,423,550	$ 33,577		$ 1,937,943	$ (37,015)	100%	
New York	$ 2,388,267	$ 1,026,500	$ 10,746		$ 1,154,598	$ 196,423	85%	
Philadelphia	$ 2,687,429	$ 830,550			$ 1,511,332	$ 345,547	81%	
Buffalo	$ 3,289,947	$ 786,850			$ 2,065,089	$ 438,008	83%	
Pittsburgh	$ 8,271,940	$ 1,556,500	$ 124,262		$ 4,643,645	$ 1,947,533	69%	
Cincinnati	$ 8,984,200	$ 2,305,150	$ 149,966		$ 6,146,427	$ 380,657	92%	
NESA	$ 28,979,838	$ 7,929,100	$ 318,551	$ -	$ 17,461,034	$ 3,271,153	83%	
Winston Salem	$ 11,151,586	$ 2,253,675	$ 40,895		$ 7,339,468	$ 1,517,548	82%	
Atlanta	$ 5,509,115	$ 1,677,000	$ 19,038		$ 2,970,716	$ 842,361	78%	
So Florida	$ 5,539,537	$ 2,085,300	$ 14,053		$ 2,963,230	$ 476,954	86%	
Dallas	$ 4,884,500	$ 1,620,000	$ 7,010		$ 3,265,371	$ (7,881)	100%	
Richmond	$ 5,417,057	$ 1,276,325	$ 6,573		$ 3,692,868	$ 441,291	89%	
SSA	$ 32,501,795	$ 8,912,300	$ 87,569	$ -	$ 20,231,653	$ 3,270,273	86%	
No Calif	$ 2,394,413	$ 821,448	$ 7,357		$ 1,133,401	$ 432,207	72%	
So Calif	$ 3,792,107	$ 1,181,925			$ 2,134,193	$ 476,889	82%	
Seattle	$ 6,928,298	$ 1,306,621	$ 12,643		$ 3,059,159	$ 2,549,875	54%	****
Houston	$ 6,123,813	$ 3,319,095	$ 108,517		$ 4,255,823	$ 448,378	89%	
WSA	$ 21,238,631	$ 6,628,189	$ 128,517	$ -	$ 10,582,576	$ 3,907,349	72%	
Chicago	$ 4,217,443	$ 1,119,208	$ 14,250		$ 2,583,548	$ 500,437	83%	
Minn	$ 4,334,860	$ 1,234,106	$ 72,416		$ 2,033,993	$ 994,345	66%	
Denver	$ 6,306,032	$ 1,178,616	$ 10,458		$ 5,028,554	$ 88,404	98%	
Detroit	$ 6,328,794	$ 1,372,991	$ 37,266		$ 3,626,348	$ 1,292,189	73%	
St Louis	$ 8,324,535	$ 1,802,776	$ 102,153		$ 4,710,925	$ 1,708,681	72%	
MWSA	$ 29,511,664	$ 6,707,697	$ 236,543	$ -	$ 17,983,368	$ 4,584,056	79%	
Other					$ -			
Total US	$ 112,231,928	$ 30,177,286	$ 763,180	$ -	$ 66,258,631	$ 15,032,831	81%	
	(112,531,926)				per week	$ 5,010,944		
					% year elapsed		94%	

* Ptnr promotions represents full year estimate of sku charges based on plan type.

** DM planned represents estimated costs (production & redemption) for planned programs Q4 - actuals are posted to statements when known and this amt. reduced

*** $ accrued for Southland represents $ field will not spend - dollars earned are being used to fund national price promotion. Booked $709M of charges on 9/14; $500M on

****Programs scheduled in Albertson's will charge by November represent 27% of accrual not reflected here

Albertson's will forfeit $155M of programs for repayment of audit finding from wholesale program

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Savings Discounting

	12/6/96	11/30/96	11/23/96	11/16/96	11/9/96	11/2/96	10/26/96	10/19/96	10/12/96	10/5/96	Q3—> 9/28/96	avg wk Nov	avg wk Oct	avg wk Sept
Boston	$ 92	$ 32	$ 128	$ 82	$ 83	$ 67	$ 81	$ 109	$ 91	$ 97	$ 68	$ 81	$ 95	$ 80
New York	$ 35	$ 17	$ 35	$ 32	$ 32	$ 31	$ 32	$ 32	$ 31	$ 29	$ 15	$ 29	$ 31	$ 29
Philadelphia	$ 97	$ 45	$ 80	$ 67	$ 70	$ 79	$ 74	$ 85	$ 91	$ 71	$ 66	$ 66	$ 80	$ 81
Buffalo	$ 308	$ 121	$ 193	$ 232	$ 224	$ 268	$ 209	$ 195	$ 246	$ 266	$ 195	$ 193	$ 229	$ 252
Pittsburgh	$ 186	$ 173	$ 147	$ 213	$ 210	$ 196	$ 205	$ 204	$ 144	$ 174	$ 189	$ 186	$ 182	$ 193
Cincinnati	$ 664	$ 177	$ 386	$ 396	$ 327	$ 435	$ 470	$ 424	$ 314	$ 652	$ 396	$ 322	$ 465	$ 537
NESA	$ 1,384	$ 565	$ 969	$ 1,022	$ 946	$ 1,074	$ 1,071	$ 1,049	$ 917	$ 1,289	$ 931	$ 876	$ 1,082	$ 1,170
Winston Salem	$ 413	$ 226	$ 289	$ 602	$ 406	$ 363	$ 446	$ 417	$ 417	$ 374	$ 376	$ 381	$ 414	$ 426
Atlanta	$ 221	$ 141	$ 269	$ 285	$ 225	$ 216	$ 379	$ 210	$ 241	$ 188	$ 296	$ 230	$ 255	$ 285
So Florida	$ 305	$ 249	$ 375	$ 251	$ 388	$ 324	$ 299	$ 418	$ 425	$ 476	$ 334	$ 316	$ 405	$ 389
Dallas	$ 323	$ 139	$ 275	$ 311	$ 220	$ 246	$ 220	$ 182	$ 263	$ 204	$ 359	$ 236	$ 217	$ 276
Richmond	$ 375	$ 206	$ 433	$ 253	$ 322	$ 248	$ 405	$ 275	$ 352	$ 331	$ 473	$ 304	$ 341	$ 376
SSA	$ 1,637	$ 961	$ 1,641	$ 1,702	$ 1,561	$ 1,394	$ 1,749	$ 1,502	$ 1,698	$ 1,573	$ 1,829	$ 1,466	$ 1,631	$ 1,751
No Calif	$ 66	$ 90	$ 134	$ 25	$ 70	$ 52	$ 93	$ 46	$ 62	$ 90	$ 56	$ 60	$ 73	$ 60
So Calif	$ 57	$ 46	$ 77	$ 85	$ 67	$ 159	$ 212	$ 136	$ 184	$ 178	$ 148	$ 74	$ 178	$ 159
Seattle	$ 201	$ 166	$ 182	$ 257	$ 189	$ 204	$ 155	$ 140	$ 142	$ 253	$ 167	$ 199	$ 173	$ 191
Houston	$ 492	$ 147	$ 372	$ 310	$ 214	$ 262	$ 305	$ 301	$ 240	$ 177	$ 218	$ 261	$ 256	$ 250
WSA	$ 816	$ 451	$ 765	$ 677	$ 560	$ 677	$ 765	$ 625	$ 628	$ 698	$ 609	$ 613	$ 679	$ 660
Chicago	$ 157	$ 168	$ 164	$ 344	$ 199	$ 316	$ 279	$ 123	$ 241	$ 211	$ 191	$ 219	$ 214	$ 190
Minn	$ 284	$ 141	$ 253	$ 197	$ 241	$ 215	$ 236	$ 236	$ 217	$ 212	$ 234	$ 208	$ 225	$ 243
Denver	$ 561	$ 234	$ 405	$ 444	$ 416	$ 400	$ 406	$ 269	$ 362	$ 393	$ 460	$ 375	$ 358	$ 409
Detroit	$ 361	$ 183	$ 200	$ 231	$ 233	$ 508	$ 202	$ 290	$ 221	$ 211	$ 201	$ 212	$ 231	$ 312
St Louis	$ 645	$ 272	$ 955	$ 343	$ 548	$ 689	$ 405	$ 425	$ 474	$ 646	$ 536	$ 530	$ 563	$ 442
MWSA	$ 2,008	$ 998	$ 1,977	$ 1,559	$ 1,637	$ 2,128	$ 1,528	$ 1,343	$ 1,515	$ 1,975	$ 1,622	$ 1,543	$ 1,590	$ 1,596
East Mil														
West Mil	$ -	$ 49	$ 71	$ 109	$ 86	$ 111	$ 136	$ 96	$ 121	$ 102	$ 111	$ 79	$ 114	$ 94
Southern Mil	$ 1	$ 80	$ 113	$ 80	$ 91	$ 113	$ 98	$ 110	$ 122	$ 26	$ 129	$ 91	$ 89	$ 113
Military	$ 1	$ 129	$ 184	$ 189	$ 177	$ 224	$ 234	$ 206	$ 243	$ 128	$ 240	$ 170	$ 203	$ 207
Total US	$ 5,846	$ 3,104	$ 5,536	$ 5,149	$ 4,831	$ 5,497	$ 5,347	$ 4,725	$ 5,001	$ 5,663	$ 5,231	$ 4,668	$ 5,164	$ 5,383

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Full Price Discounting

Calculated 1996

	12/8/96	11/30/96	11/23/96	11/16/96	11/9/96	11/2/96	10/26/96	10/19/96	10/12/96	10/5/96	Q3→ 9/28/96	avg wk Nov	avg wk Oct	avg wk Sept
Boston	$ 149	$ 64	$ 193	$ 169	$ 177	$ 149	$ 133	$ 233	$ 141	$ 151	$ 145	$ 151	$ 165	$ 148
New York	$ 130	$ 56	$ 167	$ 89	$ 158	$ 114	$ 110	$ 86	$ 83	$ 105	$ 113	$ 118	$ 96	$ 114
Philadelphia	$ 145	$ 72	$ 143	$ 100	$ 123	$ 150	$ 116	$ 145	$ 157	$ 236	$ 136	$ 110	$ 164	$ 136
Buffalo	$ 260	$ 131	$ 186	$ 310	$ 177	$ 181	$ 216	$ 121	$ 285	$ 195	$ 227	$ 201	$ 204	$ 252
Pittsburgh	$ 208	$ 247	$ 345	$ 330	$ 299	$ 182	$ 210	$ 215	$ 196	$ 217	$ 226	$ 305	$ 209	$ 216
Cincinnati	$ 424	$ 170	$ 310	$ 298	$ 275	$ 301	$ 318	$ 291	$ 278	$ 707	$ 272	$ 263	$ 399	$ 322
NESA	$ 1,316	$ 740	$ 1,344	$ 1,296	$ 1,209	$ 1,077	$ 1,103	$ 1,091	$ 1,139	$1,611	$1,119	$1,049	$1,236	$1,190
Winston Salem	$ 344	$ 167	$ 219	$ 401	$ 305	$ 286	$ 352	$ 314	$ 266	$ 251	$ 250	$ 273	$ 296	$ 311
Atlanta	$ 108	$ 157	$ 168	$ 134	$ 174	$ 136	$ 159	$ 102	$ 152	$ 130	$ 156	$ 158	$ 136	$ 154
So Florida	$ 130	$ 152	$ 202	$ 95	$ 111	$ 118	$ 191	$ 231	$ 149	$ 174	$ 209	$ 140	$ 186	$ 172
Dallas	$ 154	$ 83	$ 123	$ 113	$ 70	$ 119	$ 89	$ 91	$ 75	$ 61	$ 141	$ 97	$ 77	$ 104
Richmond	$ 272	$ 172	$ 353	$ 225	$ 274	$ 275	$ 377	$ 201	$ 212	$ 255	$ 246	$ 256	$ 261	$ 226
SSA	$ 1,008	$ 731	$ 1,065	$ 968	$ 934	$ 944	$ 1,159	$ 939	$ 854	$ 871	$1,002	$1,502	$ 956	$ 967
No Calif	$ 169	$ 71	$ 264	$ 66	$ 106	$ 107	$ 174	$ 107	$ 158	$ 147	$ 131	$ 127	$ 146	$ 134
So Calif	$ 89	$ 67	$ 124	$ 95	$ 95	$ 224	$ 243	$ 156	$ 263	$ 252	$ 190	$ 95	$ 229	$ 215
Seattle	$ 161	$ 196	$ 229	$ 81	$ 164	$ 305	$ 305	$ 194	$ 148	$ 320	$ 222	$ 168	$ 242	$ 220
Houston	$ 170	$ 64	$ 160	$ 107	$ 33	$ 62	$ 92	$ 82	$ 288	$ 56	$ 76	$ 91	$ 130	$ 71
WSA	$ 609	$ 398	$ 777	$ 349	$ 400	$ 698	$ 814	$ 539	$ 855	$ 775	$ 619	$ 625	$ 746	$ 639
Chicago	$ 159	$ 141	$ 165	$ 236	$ 219	$ 162	$ 176	$ 148	$ 181	$ 167	$ 147	$ 190	$ 168	$ 168
Minn	$ 93	$ 76	$ 146	$ 114	$ 145	$ 145	$ 132	$ 179	$ 166	$ 145	$ 165	$ 120	$ 156	$ 147
Denver	$ 345	$ 134	$ 230	$ 322	$ 344	$ 293	$ 214	$ 262	$ 270	$ 202	$ 205	$ 258	$ 237	$ 223
Detroit	$ 198	$ 110	$ 145	$ 145	$ 121	$ 224	$ 132	$ 161	$ 173	$ 154	$ 164	$ 130	$ 155	$ 229
St Louis	$ 130	$ 55	$ 252	$ 79	$ 132	$ 525	$ 113	$ 121	$ 130	$ 139	$ 80	$ 130	$ 126	$ 118
MWSA	$ 925	$ 516	$ 938	$ 896	$ 961	$ 1,349	$ 767	$ 871	$ 929	$ 807	$ 781	$1,343	$ 841	$ 884
East MI														
West MI	$ -	$ 20	$ 24	$ 26	$ 35	$ 56	$ 41	$ 35	$ 56	$ 52	$ 30	$ 26	$ 46	$ 25
Southern MI	$ -	$ 29	$ 39	$ 32	$ (117)	$ 116	$ 32	$ 40	$ 30	$ 53	$ 44	$ (4)	$ 39	$ 38
Military	$ -	$ 49	$ 63	$ 58	$ (82)	$ 172	$ 73	$ 75	$ 86	$ 105	$ 74	$ 206	$ 85	$ 62
Total US	$ 3,658	$ 2,434	$ 4,187	$ 3,567	$ 3,422	$ 4,240	$ 3,916	$ 3,515	$ 3,854	$4,169	$3,595	$4,725	$3,864	$3,741

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Co-marketing Full Price $ reported through SIS

1996 Discounting Activity Only

	wk ending 11/9/96	wk ending 11/16/96	wk ending 11/23/96	wk ending 11/30/96	wk ending 12/8/96	avg last 4	Manual 10/26/96 Adjustments	Manual 11/2/96 Adjustments	Manual 11/29/96 Adjustments	Manual 12/6/96 Adjustments
Boston	$ 32,655	$ 36,448	$ 98,871	$ 20,910	$ 38,591				20,473	
New York	$ 38,256	$ 30,885	$ 45,518	$ 28,944	$ 47,492		-1000			
Philadelphia	$ 17,853	$ 27,357	$ 39,160	$ 97,107	$ 40,504		70,000		64,131	
Buffalo	$ 103,996	$ 75,431	$ 58,019	$ 82,893	$ 79,537		45,000		51,760	
Pittsburgh	$ 121,839	$ 66,486	$ 230,685	$ 232,594	$ 139,559		92,000		65,391	
Cincinnati	$ 144,006	$ 161,131	$ 107,041	$ 50,951	$ 103,701		299,000	15,000		
NEBA	$ 458,607	$ 397,520	$ 577,294	$ 513,199	$ 449,484	$ 484,374	$ 505,000	$ 15,000	$ 221,755	$ -
Winston Salem	$ 304,412	$ 137,915	$ 933,090	$ 864,319	$ (850,371)			682	820,066	(820,066)
Atlanta	$ 202,699	$ 127,517	$ 202,886	$ 158,131	$ 169,628					
South Florida	$ 118,151	$ 73,851	$ 73,589	$ 34,181	$ 59,791		55,000	626		
Dallas	$ 132,911	$ 159,261	$ 149,712	$ 35,108	$ 86,192		12,000			
Richmond	$ 123,950	$ 79,111	$ 99,654	$ 78,016	$ 59,918		195,000	11,480		
SBA	$ 882,123	$ 577,655	$ 1,458,931	$ 1,167,755	$ (260,842)	$ 735,875	$ 262,000	$ 12,790	$ 820,066	$ (820,066)
No. California	$ 100,649	$ 24,659	$ 75,807	$ 35,387	$ 99,721					
So. Calif	$ (594,066)	$ 174,060	$ 37,228	$ 41,090	$ (11,541)		115,000		29,492	
Seattle	$ 111,199	$ 120,699	$ 218,206	$ 116,606	$ 762,585		15,000			
Houston	$ 1,041,115	$ 69,659	$ 107,292	$ 181,069	$ 157,771			270,201	133,160	
WBA	$ 358,877	$ 369,097	$ 436,533	$ 374,152	$ 1,008,536	$ 552,105	$ 130,000	$ 270,201	$ 162,652	$ -
Chicago	$ 115,739	$ 140,273	$ 58,721	$ 44,477	$ 137,684					
Minneapolis	$ 91,367	$ 40,281	$ 60,261	$ 96,175	$ 70,071		18,000			
Denver	$ 154,825	$ 264,663	$ 59,539	$ 21,118	$ 32,765		85,000			
Detroit	$ 496,226	$ 132,776	$ 59,397	$ 62,813	$ 87,390		52,000	17,935		
St Louis	$ 196,506	$ 143,917	$ 236,992	$ 161,348	$ 285,970		245,000		86,714	
MWSA	$ 1,056,663	$ 721,910	$ 492,910	$ 385,931	$ 613,880	$ 553,658	$ 400,000	$ 17,935	$ 86,714	$ -
TOTAL US	$ 2,756,270	$ 2,066,182	$ 2,965,768 (F)	$ 2,441,037 (F)	$ 1,811,058 (G)	$ 2,326,011	$ 1,297,000	$ 315,926	$ 1,291,187	$ (820,066)

(F) Food Lion duplicate posting for $820M in Winston-Salem - will be adjusted 12/7

(G) (1) Food Lion duplicate posting correction - $820M

(2) Supermarket pack promotion of $570M

* REPRESENT CO-MARKETING DISCOUNTING PAID THROUGH SIS.

** REPRESENTS TOTAL RETAIL IMPACT (I.E. INCLUDES SPENDING AGAINST 1995 & 1996 ACCRUAL)

(F) Food Lion duplicate posting for $820M in Winston-Salem - will be adjusted 12/7

INCLUDES FP DISCOUNTING ONLY

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